Amendments to the claims are as follows:

1. (Currently Amended) A reflector comprising:

a substrate; and

a plurality of light-reflective concave portions formed on athe surface of thea substrate,

wherein each of the concave portions is formed with a first curved surface located at one peripheral portion of the concave portion and a second curved surface located at an opposingthe other peripheral portion thereof, and athe deepest point of the concave portion is located on the first curved surface, and

athe maximum value of anthe absolute value of tilt angle of the second curved surface to the surface of the substrate is larger than that of the first curved surface.

2. (Currently Amended) The reflector according to Claim 1,

wherein each of the concave portions comprises athe following specific longitudinal section which passes through the deepest point of the concave portion,

the specific longitudinal section has an inner shape which is defined by a first delimiting line delimiting the first curved surface and a second delimiting line delimiting the second curved surface, the first delimiting line extends from one peripheral portion through the deepest point to athe boundary between the first and second curved surfaces, the second delimiting line is continuous with the first delimiting line and extends from the boundary between the first and second curved surfaces to the opposingother peripheral portion, and the maximum value of the absolute value of the tilt angle of the second delimiting line to the surface of the substrate is larger than that of the first delimiting line to the surface of the substrate.

3. (Currently Amended) The reflector according to Claim 1,

wherein a third curved surface is formed in the first curved surface, and

a~~the~~ maximum value of an~~the~~ absolute value of a~~the~~ tilt angle of the third curved surface to the surface of the substrate is different from that of the first curved surface.

4. (Original) The reflector according to Claim 2,

wherein a third delimiting line delimiting the third curved surface dividing the first delimiting line is formed on the specific longitudinal section.

5. (Original) The reflector according to Claim 2,

wherein the first delimiting line is a concave curved line and the second delimiting line is a concave curved line or a substantially straight line.

6. (Original) The reflector according to Claim 4,

wherein the third delimiting line is a concave curved line or a substantially straight line.

7. (Original) The reflector according to Claim 2,

wherein the maximum value of the absolute value of the tilt angle of the first delimiting line to the surface of the substrate is in a range between 4° and 35°.

8. (Original) The reflector according to Claim 2,

wherein the maximum value of the absolute value of the tilt angle of the second delimiting line to the surface of the substrate is in a range between 5° and 90°.

9. (Original) The reflector according to Claim 4,

wherein the maximum value of the absolute value of the tilt angle of the third delimiting line to the surface of the substrate is in a range between 5° and 20°.

10. (Original) A liquid crystal display device equipped with the reflector according to Claim 1.

11. (Original) A liquid crystal display device equipped with the reflector according to Claim 2,

wherein all of the specific longitudinal sections of the plurality of concave portions have the same direction, each of first delimiting lines is formed to align in a single direction, and the first delimiting line in each of the concave portions is located below the second delimiting line as viewed from an observer's side.